

**South Dakota National Guard**  
**Public Affairs Office**  
2823 West Main St.  
Rapid City, S.D. 57702

Phone 605-737-6721  
E-mail PAO@sd.ngb.army.mil

February 20, 2009  
PAO – 09-02-20

**FOR IMMEDIATE RELEASE:**

## SD National Guard Drug Demand Reduction Program receives national award

WASHINGTON, D.C. – South Dakota National Guard's (SDNG) Drug Demand Reduction (DDR) program received national recognition, February 12, at 12:30 p.m. at the Community Alcohol and Drug Coalitions of America's (CADCA) 19<sup>th</sup> Annual National Leadership Forum Award luncheon.

This national award is given annually to the DDR program that is nominated by a community-based organization involved with CADCA. Pam Teaney Thomas from the Rapid City Schools Adolescent Substance Abuse Coalition, nominated the SDNG's DDR program for their support to numerous area schools and community activities.

The supported activities include: the Red Ribbon Campaign, Safe and Drug Free Schools Campaign, Parents Matter Campaign, Stay on Track, Adolescent Drug and Alcohol Prevention Training, and the Youth to Youth Conference held at Camp Rapid every year.

According to Teaney Thomas, there are over 5000 coalition members across the country, including parents, media and social services. The goal of these programs is "to create safe, healthy and drug-free communities," said Teaney Thomas. "It is amazing to gather 500 kids from North Middle School in Rapid City, to spell out the words STAY ON TRACK, and have a SDNG helicopter fly over to capture the moment."

The DDR program in S.D. shows the local communities that this state is committed to excellence, and play a key role in the fight against drugs.

"I am very proud of the hard work every member of my team has put into the DDR program," stated Lt. Col. Jeffrey Klosterman, the Counter Drug Coordinator for the SDNG. "We help facilitate youth involvement and it all comes down to the passionate and dedicated people in this program."

The Institute for Educational Leadership & Evaluation, a project of the Chiesman Foundation for Democracy, Inc. conducts annual surveys within the Rapid City area

schools and the results are tabulated and reported to the district and community annually. Here are some of those statistics on the fight against drugs (2001-2007):

- Tobacco use
  - 53% decline for 7th graders
    - From 14% in 2001 to 6.6% in 2007
  - 18% decline for high school students
    - From 36.7% in 2001 to 30.2% in 2007
- Alcohol use
  - 58% decline for 7th graders
    - From 18.2% in 2001 to 7.6% in 2007
  - 18% decline for high school students
    - From 47% in 2001 to 33.6% in 2007
- Marijuana use
  - 26% decline for 7th graders
    - From 6.2% in 2001 to 4.6% in 2007
  - 28% decline for high school students
    - From 27.7% in 2001 to 19.9% in 2007
- Huffing
  - 29% decline for 11th graders
    - From 6.6% in 2001 to 4.7% in 2007

The fight against drugs is alive and well, and the SDNG DDR program is taking the necessary steps to partner with various organizations to provide a safe and drug-free environment throughout the state.

“The DDR program is an opportunity to provide education to kids in a fun way,” said Kristi Palmer, the DDR Non-commissioned officer in charge. “It is a way to reach many youth and hope they make the right choices throughout the rest of their lives.”



**Photo Cut Line 090220-A5333M-0001:** Five hundred children from North Middle School in Rapid City, S.D. organized on their football field to form the words STAY ON TRACK, signifying that they remain drug-free and support being in a safe, healthy and drug-free school. Army National Guard photo by 1st Sgt. Donald Matthews. (RELEASED)

Link to photo: <https://sdguard.ngb.army.mil/released/090220-A5333M-0001.jpg>



**Photo Cut Line 090220-A5333M-0002:** Pictured are Col. William Carle, Chief National Guard Bureau, J3-Counter Drug, Lt. Col. Jeffrey Klosterman, Counter Drug Coordinator, S.D., Sgt. 1<sup>st</sup> Class Kristi Palmer, DDR NCOIC, Cpt. Don Johnson, DDR Administrator receiving the national award for outstanding DDR program of the year at the Annual Community Alcohol and Drug Coalitions of America (CADCA) National Leadership Forum Award luncheon. Photo by Pam Teaney Thomas. (RELEASED)

Link to photo: <https://sdguard.ngb.army.mil/released/090220-A5333M-0002.jpg>

FOR MORE INFORMATION, please contact Maj. Brendan Murphy at (605) 737-6721 or cell (605) 431-8753, or e-mail [brendan.murphy1@us.army.mil](mailto:brendan.murphy1@us.army.mil).

**NOTE:** Since the terrorist attacks on America, the South Dakota National Guard has mobilized more than 3,100 Soldiers and 1,000 Airmen in support of the Global War on Terror. Currently, more than 70 Soldiers and Airmen from the South Dakota National Guard remain on duty in Iraq, Afghanistan, and other locations throughout Southwest Asia and Europe. More than 4,300 National Guardsmen are available in South Dakota to provide support for state and national emergencies and homeland defense.